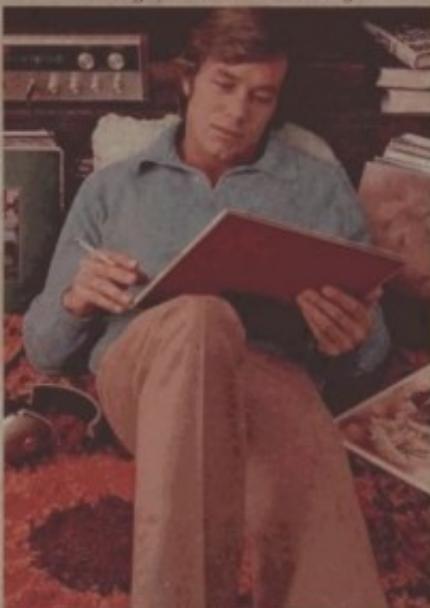


# Parliament. The low-tar cigarette with the recessed tip.

The thoughtful choice in low-tar smoking.



Most low-tar cigarettes  
are flush-tipped. So tar buildup  
is flat against your lips.

But Parliament has the  
recessed tip. That means:  
tar buildup  
never touches  
your lips. All you get is that  
neat, clean taste.

So if you're trying to find a  
low-tar cigarette that tastes good,  
why not choose the one with the  
difference, Parliament with the  
recessed tip.



Only 10 mg. Kings.  
12 mg. 100's.

Kings: 10 mg. "tar," 0.8 mg. nicotine—  
100's: 12 mg. "tar," 1.0 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous To Your Health

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